

CITY OF COSTA MESA
CULTURAL ARTS COMMITTEE

Minutes for Thursday, June 14, 2012

Present: Frank Gutierrez, Monica Morita, Tony Manrique, Irene Engard, Debora Wondercheck, Arpit Mehta and alternates Diana Gardiner and Lisa Grant

Absent: Justin Fox, Eddie Iniestra. Kathleen Eric

Staff Present: Lisa McPherson

Council Member: Wendy Leece absent

1. CALL TO ORDER

Frank called the meeting to order at 6:52 pm

2. APPROVAL OF May 10, 2012 minutes

Motion to approve the minutes was made by Irene; seconded by Debora; passed unanimously.

3. PUBLIC COMMENT

Kayla Sanders is interested in becoming a Committee member and wants to be involved as a volunteer.

4. OLD BUSINESS

Subcommittee Reports

A. Special Events

- Arts in the Park event Saturday, Aug 25
 - Lisa contacted EHS, CMHS, Boys and Girls club, YMCA, Girls Inc, Shalimar Learning Center, MIKA, Human Options, SOY, Waldorf and Arts & Learning to participate in a Community event
 - SOY, Waldorf and Arts & Learning informed Lisa that they could provide visual and performance arts and MIKA and Human Options can provide visual arts only
 - Focus on Costa Mesa youth non-profit organizations
 - Event 10am- 2pm, set up 8-9:30am and tear down 2-3pm
 - Monica made a motion to have the Arts in the Park event at Fairview Park on Saturday, August 25 from 10am-2pm; seconded by Irene; passed unanimously
 - Facilities/logistics handled by Lisa
 - Tony will find out if the AABC will be available to perform and notify Lisa.
 - Postcard designed by Arpit
 - Art with Hurley – Frank

- Lisa will email all the non-profit organizations again to let them know that each organization must provide an interactive youth activity, some type of performance and/or visual arts as well as fundraising opportunity. Deadline to let Lisa know will be July 10th
- Open Art Night (meet up Location 1980)
 - Committee discussed that the item be placed under Marketing/Promotions and be used as a marketing tool.
- Youth/Family Art ideas for Concerts
 - Lisa, Frank and Monica attended the SCFTA performance event.
 - They met potential Artists for the Showcases and selected two Artists for the Concert in the Park (Dr. Craig Woodson recycle musical instruments and Ellen Schulze's Creative Puppet Building)
 - Monica made a motion to purchase face paint and crafts for the Concerts series at a cost of \$333; seconded by Irene; passed unanimously

C. Marketing/Promotions

- The Committee discussed spending funds on advertisement:
 - Postcards along with posters
 - Daily Pilot and/or OC register ads
 - Irene closed her Meet Up group. She will redirect her followers to the CM Cultural Arts Committee Meet Up group.
 - Tony made a motion to purchase the Meet Up service for 1 year; seconded by Debora; passed unanimously
 - Monica made a motion to purchase postcards up to \$200 for the Arts in the Park event; seconded by Irene; passed unanimously
 - Arpit volunteer to redesign the Cultural Arts logo

D. Sponsorship/Fundraising

- Tabled

E. Youth Art Gallery

- Soy for June
- Recreation for July
 - Theme- Parks Make Life Better

5. NEW BUSINESS

- Committee Commitments
 - Frank discussed how important it is for each Committee member to be involved in all Committee events, activities and meetings.
- Artist Showcase XVI
 - Irene selected Kate Sikorski art (My Turn) for the Artist Showcase XVI poster image

- Possible date October 13, 2012; time 6-9pm at Whittier Law School
- Spend funds on advertising (postcards and newspaper ads)

6. COMMITTEE MEMBER COMMENTS

- Debora – Arts and Learning will be holding a summer camp. The organization has moved to a more permanent location.

7. COUNCIL/STAFF COMMENTS

- None

8. ADJOURNMENT

- Meeting was adjourned at 8:35 pm.

Next Meeting: Thursday, July 12, 2012 at 6:45pm located in City Hall Conference Room 1A